

## CLAIMS

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No. 1

A method for providing targeted content in a document, including:

providing a user with a printed document, formatted to include information

- 5 with content targeted to demographics of the user, the document having at least one user interactive element which enables the user to indicate a request for further information relating to the content by interacting with the element using a sensing device which is adapted to transmit data indicating the request to a computer system.

- 10 2. A method as claimed in claim 1, further including sending the further information to the user upon receipt of the data in the computer system.

3. A method as claimed in claim 1, wherein the document is formatted according to user preferences.

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4. A method as claimed in claim 1, wherein the targeted content comprises advertising material.

5. A method as claimed in claim 4, wherein the at least one interactive element is  
20 provided in association with the advertising material and the further information is provided in the form of a printed product brochure.

6. A method as claimed claim 1, wherein the document includes coded data indicative of an identity of the document and of the at least one interactive element, and  
25 wherein the method includes receiving, in the computer system, indicating data from the sensing device regarding the identity of the document and a position of the sensing device relative to the document in order to identify the document and determine when the sensing device is used to interact with the element.

7. A method as claimed in claim 6, including receiving, in the computer system, movement data regarding movement of the sensing device relative to the document.
- 5 8. A method as claimed in claim 7, including the sensing device sensing its movement relative to the document using at least some of the coded data, and identifying the request in the computer system from the movement being at least partially within a zone associated with the interactive element.
- 10 9. A method as claimed in claim 1, wherein the sensing device includes an identification code specific to a particular user and the method includes monitoring use of the sensing device in the computer system.
- 15 10. A method as claimed in claim 6, including printing the information on a surface of a surface-defining structure, and at the same time, printing the coded data on the surface.
- 20 11. A method as claimed in claim 6 which includes printing the coded data to be substantially invisible in the visible spectrum.
12. A method as claimed in claim 6, including retaining a retrievable record of the printed document, the document being retrievable using the identity data as contained in the coded data.
- 25 13. A method as claimed in claim 6, in which the document is printed on multiple pages and in which the method includes binding the pages.
14. A system for providing targeted content in a document, including:

a computer system of a publication server adapted to format information for generation of a printed document, the information including content targeted to demographics of the user;

5 a printer for receiving the information from the publication server and printing the document with at least one interactive element to enable a user to indicate a request for further information related to the content; and

a sensing device used to indicate the request and adapted to transmit request data to the computer system.

10 15. The system as claimed in claim 14, wherein the publication server is adapted to include at least a portion of the content as advertising material.

16. A system as claimed in claim 15, wherein the advertising material is included with reference to user content preferences.

15 17. A system as claimed in claim 14, further including an advertising server for providing the advertising material to the publication server.

18. A system as claimed in claim 14, further including a registration server where  
20 demographic data of the user is stored for access by the publication server, in order to allow the advertising material to be demographically targeted.

19. A system as claimed in claim 14, wherein the document includes coded data  
25 indicative of an identity of the document and of the at least one interactive element.

20. A system as claimed in claim 19, wherein the computer system is adapted to receive movement data regarding movement of the sensing device relative to the document, and interpret said movement of the sensing device as it relates to said at least

one element.

21. A system as claimed in claim 20, wherein the sensing device senses its own movement relative to the document using the coded data.

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22. A system as claimed in claim 14, wherein the sensing device includes an identification code specific to a particular user and the computer system is arranged to monitor the use of the sensing device.

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23. A system as claimed in claim 14, wherein the sensing device includes a marking nib.

24. A system as claimed in claim 14, wherein the document is printed on a surface of a surface-defining structure and wherein the printer prints the document on demand.

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25. A system as claimed in claim 19, wherein the printer is arranged to print the coded data at the same time as printing the document on a surface-defining structure.

26. A system as claimed in claim 19, wherein the coded data is substantially invisible in the visible spectrum.

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27. The system as claimed in claim 19, including a database for keeping a retrievable record of each document generated, each document being retrievable by using its identity, as included in its coded data.

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28. The system as claimed in claim 14, wherein the printer includes a binding means for binding the document in the event the document includes a plurality of pages.